

Rep Order# 9818104 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 09/13/2012 8:21 AM  
Last Received: 09/12/2012 10:10 PM  
Showing Buylines: All Lines

1 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA ADD TO SKED A  
Estimate# 1768  
Buyer MEREDITH KAUFMAN  
Phone#  
Fax#

56146  
Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1768  
Flight Dates 09/13/2012 - 09/17/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TH-F,M	430A-459A	NEWS	:30	\$25.00	09/13-09/17	2 P4	1	2	\$50.00	
	2	TH-F,M	5A-530A	NEWS	:30	\$200.00	09/13-09/17	2 P3	1	2	\$400.00	
	3	TH-F,M	530A-6A	NEWS	:30	\$200.00	09/13-09/17	2 P3	1	2	\$400.00	
	4	TH-F,M	6A-7A	NEWS	:30	\$450.00	09/13-09/17	2 P2	1	2	\$900.00	
	5	TH-F,M	7A-9A	EARLY SHW	:30	\$125.00	09/13-09/17	2 P3	1	2	\$250.00	
	6	SA	7A-8A	NEWS	:30	\$125.00	09/15-09/15	1 P3	1	1	\$125.00	
	7	SA	8A-10A	NEWS	:30	\$350.00	09/15-09/15	1 P2	1	1	\$350.00	
	8	TH-F,M	9A-10A	DRS	:30	\$120.00	09/13-09/17	1 P3	1	1	\$120.00	
	9	TH-F,M	10A-11A	ANDERSON	:30	\$250.00	09/13-09/17	1 P2	1	1	\$250.00	
	10	TH-F,M	11A-12P	PRICE	:30	\$450.00	09/13-09/17	1 P2	1	1	\$450.00	
	11	TH-F,M	12P-1230P	NEWS	:30	\$500.00	09/13-09/17	2 P2	1	2	\$1,000.00	

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Salesperson FAX# 202-955-5348

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	12	TH-F,M	1230P-130P	Y&R	:30	\$400.00	09/13-09/17	1 P2	1	1	\$400.00	
	13	TH-F,M	130P-2P	B&B	:30	\$400.00	09/13-09/17	1 P2	1	1	\$400.00	
	14	TH-F,M	2P-3P	TALK	:30	\$350.00	09/13-09/17	2 P2	1	2	\$700.00	
	15	TH-F,M	3P-4P	DEAL	:30	\$350.00	09/13-09/17	2 P2	1	2	\$700.00	
	16	TH-F,M	5P-530P	NEWS	:30	\$350.00	09/13-09/17	1 P3	1	1	\$350.00	
	17	TH-F,M	6P-630P	NEWS	:30	\$900.00	09/13-09/17	2 P2	1	2	\$1,800.00	
	18	SA	6P-630P	NEWS	:30	\$250.00	09/15-09/15	1 P3	1	1	\$250.00	
	19	SU	630P-7P	NEWS	:30	\$450.00	09/16-09/16	1 P3	1	1	\$450.00	
	20	TH-F,M	7P-730P	INSIDE	:30	\$850.00	09/13-09/17	2 P2	1	2	\$1,700.00	
	21	TH-F,M	730P-8P	ET	:30	\$850.00	09/13-09/17	2 P2	1	2	\$1,700.00	
	22	SA	7P-8P	ET	:30	\$350.00	09/15-09/15	1 P3	1	1	\$350.00	
	23	TH-F,M	11P-1135P	NEWS	:30	\$800.00	09/13-09/17	2 P3	1	2	\$1,600.00	
	24	TH-F,M	1135P-1235A	LETTERMAN	:30	\$250.00	09/13-09/17	1 P3	1	1	\$250.00	
	25	TH-F,M	1235A-135A	LATE LATE	:30	\$60.00	09/13-09/17	1 P3	1	1	\$60.00	
	26	F	10P-11P	BLUE	:30	\$2,500.00	09/14-09/14	2 P2	1	2	\$5,000.00	
	27	SU	8P-9P	BIG BROTHER	:30	\$2,000.00	09/16-09/16	1 P3	1	1	\$2,000.00	

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	28	SU	1P-4P	BENGALS	:30	\$9,000.00	09/16-09/16	1 P3	1	1	\$9,000.00	

---REPORT TOTALS---

Report Totals: 41 / \$31,005.00

---SALES MONTHLY TOTALS---

Sep 12: 41 / \$31,005.00  
Sales Totals: 41 / \$31,005.00  
Station Totals: 41 / \$31,005.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$82,990	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	18%
		WKRC	37%	WLWT	17%	WSTR	0%	WXIX	26%		

Books null  
Demos RA35+



Order / Rev: 56146 Advertiser: Obama/D/President

Alt Order #: 09818104 Product Desc: OBAMA ADD TO SKED A Local 12 WKRC-TV

Flight Dates: 09/13/12 - 09/17/12 Estimate: 1768 sked a

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKRC	09/14/12	09/17/12	5a Good Morn Cincinnati 5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	M----F--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/13/12	09/19/12	M---F--	2	\$200.00	0.00								
E 4	WKRC	09/14/12	09/17/12	6a Good Morn Cincinnati 6a Good Morn Cincinnati	CM	6:00 AM-7:00 AM	M----F--	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/13/12	09/19/12	M---F--	2	\$450.00	0.00								
E 5	WKRC	09/14/12	09/17/12	CBS This Morning CBS Morning News	CM	7:00 AM-9:00 AM	M----F--	:30	2	\$125.00	P-3	0.00	NM	2	\$250.00
EARLY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/13/12	09/19/12	M---F--	2	\$125.00	0.00								
E 6	WKRC	09/15/12	09/15/12	6a-8a Local 12 News Sat 6a-8a Local 12 News Sat	Sa	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	-----S-	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	-----S-	1	\$125.00	0.00								
E 7	WKRC	09/15/12	09/15/12	CBS This Morning Saturday Saturday Early Show	Sa	8:00 AM-10:00 AM (8:00 AM-10:00 AM)	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	-----S-	1	\$350.00	0.00								
E 8	WKRC	09/14/12	09/17/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	M----F--	:30	1	\$120.00	P-3	0.00	NM	1	\$120.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/13/12	09/19/12	M---F--	1	\$120.00	0.00								
E 9	WKRC	09/14/12	09/17/12	M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AM	M----F--	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
ANDERSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/13/12	09/19/12	M---F--	1	\$250.00	0.00								
E 10	WKRC	09/14/12	09/17/12	The Price is Right The Price is Right	CM	11:00 AM-12:00 PM	M----F--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
PRICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/13/12	09/19/12	M---F--	1	\$450.00	0.00								
E 11	WKRC	09/14/12	09/17/12	Local 12 News at Noon Local 12 News at Noon	CM	12:00 PM-12:30 PM	M----F--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/13/12	09/19/12	M---F--	2	\$500.00	0.00								
E 12	WKRC	09/14/12	09/17/12	Young & the Restless Young & the Restless	CM	12:30 PM-1:30 PM	M----F--	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
Y&R															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/13/12	09/19/12	M---F--	1	\$400.00	0.00								
E 13	WKRC	09/14/12	09/17/12	Bold & the Beautiful Bold & the Beautiful	CM	1:30 PM-2:00 PM	M----F--	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
B&B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/13/12	09/19/12	M---F--	1	\$400.00	0.00								
E 14	WKRC	09/14/12	09/17/12	The Talk The Talk	CM	2:00 PM-3:00 PM	M----F--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
TALK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/13/12	09/19/12	M---F--	2	\$350.00	0.00								
E 15	WKRC	09/14/12	09/17/12		CM	3:00 PM-4:00 PM	M----F--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00

Order / Rev: 56146 Advertiser: Obama/D/President

Alt Order #: 09818104 Product Desc: OBAMA ADD TO SKED A

Local 12 WKRC-TV

Flight Dates: 09/13/12 - 09/17/12 Estimate: 1768 sked a

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
----	----	-------	-----	----------------	-------	----------------	------	-----	-------	------	-----	-----	------	-------	--------

Let's Make a Deal  
Let's Make a Deal

DEAL

	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/13/12	09/19/12		M---F--	2	\$350.00	0.00							
E 16 WKRC	09/14/12	09/17/12	5p Local 12 News at Five	5:00 PM-5:30 PM	M---F--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00

NEWS

	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>
Week: 09/13/12	09/19/12		M---F--	1	\$350.00	0.00
E 17 WKRC	09/14/12	09/17/12	6p Local 12 News at Six	CM	6:00 PM-6:30 PM	M---F-- :30
				2	\$900.00	P-2 0.00 NM
				2	\$1,800.00	

NEWS

	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 09/13/12	09/19/12		M---F--	2	\$900.00	0.00						
E 18 WKRC	09/15/12	09/15/12	6pm Local 12 News SatCM	6:00 PM-6:30 PM	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00

NEWS

	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week: 09/10/12	09/16/12	-----S-	1	\$250.00	0.00							
E 19 WKRC	09/16/12	09/16/12	630p Local 12 News SunCM	6:30 PM-7:00 PM	-----S	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00

NEWS

	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>
Week: 09/10/12	09/10/12	09/16/12	-----S	1	\$450.00	0.00
E 20 WKRC	09/14/12	09/17/12	M-F 7p-730p	CM	7:00 PM-7:30 PM	M---F-- :30
				2	\$850.00	P-2 0.00 NM
				2	\$1,700.00	

INSIDE

	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/13/12	09/13/12	09/19/12	M---F--	2	\$850.00	0.00							
E 21 WKRC	09/14/12	09/17/12	M-F 730p-8p	CM	7:30 PM-8:00 PM	M---F-- :30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00

ET

	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	
Week: 09/13/12	09/13/12	09/19/12	M---F--	2	\$850.00	0.00	
E 22 WKRC	09/15/12	09/15/12	Sa Prime Access Rotat	CM	7:00 PM-8:00 PM	-----S-	:30 1 \$350.00 P-3 0.00 NM
							1 \$350.00

Sa Prime Access

ET

Week: 09/10/12		09/16/12		-----S-		1		\$350.00		0.00				
E 23	WKRC	09/14/12	09/17/12	11p	M-F Local 12 News	11:00 PM-11:35 PM	M---F--	:30	2	\$800.00	P-3	0.00	NM	
				11p	M-F Local 12 News	11								
				11p	M-F Local 12 News	11								
													2	\$1,600.00

11p M-F Local 12 News 11

NEWS

	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>
Week: 09/13/12	09/13/12	09/19/12	M---F--	2	\$800.00	0.00
E 24 WKRC	09/14/12	09/17/12	Letterman	CM	11:35 PM-12:35 XM	M---F-- :30
						1 \$250.00 P-3 0.00 NM
						1 \$250.00

Letterman

LETTERMAN

	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>
Week: 09/13/12	09/13/12	09/19/12	M---F--	1	\$250.00	0.00
E 25 WKRC	09/14/12	09/17/12	Late Late Show	CM	12:35 XM-1:35 XM	M---F-- :30
				1	\$60.00	P-3 0.00 NM
						1 \$60.00

Late Late Show

LATE LATE

	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>
Week: 09/13/12	09/19/12		M---F--	1	\$60.00	0.00
E 26 WKRC	09/14/12	09/14/12	Fri Reg 3	CM	10:00 PM-11:00 PM	-----F-- :30
				2	\$2,500.00	P-2 0.00 NM
				2	\$5,000.00	

Fri Reg 3

BLUE

	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>
Week: 09/10/12	09/16/12		----F--	2	\$2,500.00	0.00
E 27 WKRC	09/16/12	09/16/12		CM	8:00 PM-9:00 PM	-----S :30
						1 \$2,000.00 P-3 0.00 NM
						1 \$2,000.00

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Sun Reg 2															
Sun Reg 2															
BIG BROTHER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/10/12		09/16/12	09/16/12	-----S	1	\$2,000.00	0.00								
E 28	WKRC	09/16/12	09/16/12	Bengals vs Cleveland	CM	1:00 PM-4:00 PM	-----S	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
				Bengals vs Cleveland 9/16				(1:00 PM-4:00 PM)							
BENGALS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/10/12		09/16/12	09/16/12	-----S	1	\$9,000.00	0.00								
													Totals	41	\$31,005.00